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Message Text

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63
ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
---------- 005177
R 111517Z JUN 75
FM AMEMBASSY QUITO
TO SECSTATE WASHDC 5906
INFO USDOC WASHDC
AMCONSUL GUAYAQUIL

UNCLAS QUITO 4110

FOR WASHINGTON ACTION GROUP

E.O. 11652: N/A
TAGS: BBCP, BEXP, EC
SUBJECT: FY 75 CCP: SECOND AND THIRD QUARTER REVIEW

REF: STATE 274480, 280182 AND 31361

1. SINCE POST DID NOT SUBMIT QUARTERLY REPORT FOR PERIOD OCT. 1 - DECEMBER 31, FOLLOWING COMMENTS ARE INTENDED TO COVER SIX-MONTH PERIOD ENDING MARCH 31.

2. SUMMARY AND CONCLUSIONS: HAVING REVIEWED COMMERCIAL ACTIVITY OF BOTH EMBASSY AND CONSULATE GENERAL OVER LAST SIX MONTHS ALONG OBJECTIVES OF CCP, COMMERCIAL SECTIONS AND CTF CONCLUDE THAT FOR THIS PERIOD CCP HAS SERVED AS GOOD MANAGEMENT TOOL BUT HAS BEEN ONLY PARTIALLY SUCCESSFUL FROM VIEWPOINT OF A COORDINATED ACTION PROGRAM AIMED AT BRINGING MORE DIRECT PROMOTIONAL EVENTS TO ECUADOR AND OBTAINING ADEQUATE FINANCIAL AND MANPOWER RESOURCES TO MEET NEEDS. WE ARE PLEASED TO NOTE THAT FY 76 CCP DRAFT, WHICH WE RECENTLY COORDINATED WITH COMMERCE REP BREWER, WAS CONSIDERABLY SIMPLIFIED IN FORMAT, AND CAMPAIGN ACTIONS WERE ENTERED ON A QUARTERLY AND MORE REALISTIC BASIS. END SUMMARY.

3. REVIEW OF TRADE EVENTS. WE HAVE CONCLUDED, AFTER SUCCESS OF FEBRUARY AGRICULTURAL AND FOOD PROCESSING
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TRADE MISSION, THAT APPROPRIATE DIRECT PROMOTIONAL

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EVENTS SHOULD CONSTITUTE A MAJOR ELEMENT IN OUR EXPORT PROMOTION PROGRAM. FOLLOWING IS REVIEW OF TRADE EVENTS OVER PAST MONTHS AND OUR EVALUATION; A) CONSTRUCTION EQUIPMENT CATALOG EXHIBIT, DECEMBER. AS ALREADY REPORTED, EVENT CONSIDERED MODERATELY SUCCESSFUL GIVEN CIRCUMSTANCES UNDER WHICH HELD. PREPARATION, I.E., WRITING TO OVER 100 U.S. FIRMS FOR CATALOGS, REQUIRED CONSIDERABLE TIME. FUTURE CATALOG SHOWS SHOULD HAVE RESOURCES ASSISTANCE OF COMMERCE AND PRESENCE OF INDUSTRY/EQUIPMENT SPECIALIST. EMBASSY IS CURRENTLY CONDUCTING SURVEY OF U.S. FIRMS TO DETERMINE SALES RESULTS FROM CATALOGS DISPLAYED. B) AGRICULTURAL/FOOD PROCESSING EQUIPMENT TRADE MISSION, FEBRUARY. EVENT WAS UNQUALIFIED SUCCESS EVEN IF JUDGING ONLY FROM LARGE RESPONSE BY LOCAL BUSINESSMEN AND GOE OFFICIALS. TRADE MISSION STANDS OUT AS ONLY PROMOTIONAL EVENT IN FY 75 PROGRAM ORGANIZED AND ADEQUATELY SUPPORTED BY WASHINGTON. SUCCESS OF TRADE MISSION LEADS US TO BELIEVE THAT SUCH EVENTS SHOULD BE BACKBONE OF EXPORT EFFORTS IN ECUADOR. C). BUSINESS MANAGEMENT SEMINAR, APRIL: ORGANIZED AND EXECUTED BY USIS, WITH SUPPORT OF ECONOMIC/COMMERCIAL SECTIONS, SEMINAR WAS RELATIVELY SUCCESSFUL FROM USIS VIEWPOINT. HOWEVER, NO U.S. FIRMS OR LOCAL AGENTS/DISTRIBUTORS PARTICIPATED DESPITE EARLIER EXPRESSIONS OF INTEREST FROM FOUR U.S. COMPANIES. THIS EVENT, IN FINAL ANALYSIS, OFFERED NO FRAMEWORK TO ENHANCE SALE OF US GOOD AND SERVICES. IN FUTURE, WE BELIEVE THAT TO BE SUCCESSFUL, TECHNICAL SALES SEMINARS WILL REQUIRE FULL COMMERCE ORGANIZATION AND SUPPORT. D). US PAVILION, IV GUAYAQUIL INTERNATIONAL FAIR, SEPT. - OCT. 75: UNFORTUNATE DELAY IN RESOLVING ISSUE OF PAVILION'S STATUS RESULTED IN LOSS OF MUCH VALUABLE ORGANIZING TIME; HOWEVER, RECRUITMENT OF US AND LOCAL EXHIBITORS BY POSTS IN PROCEEDING AS RAPIDLY AS RESOURCES WILL ALLOW. WE WILL REPORT RESULTS BY SEPTEL. E). OTHER: POSTS HAVE NEVER RECEIVED FOLLOWING-UP REPORT OF SALES, WHICH RESULTED FROM FISHING EQUIPMENT CATALOG SHOW HELD IN CONGEN GUAYAQUIL IN MAY, 1974. WE BELIEVE THIS DATE VERY USEFUL IN HELPING US PLAN FUTURE ACTIVITIES, IF COMMERCE UNABLE TO FOLLOW-UP WITH US FIRMS WHOSE CATALOGS EXHIBITED, POSTS WOULD APPRECIATE BEING INFORMED.
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4. RECOURSES: EMBASSY IS PLEASED TO HAVE OBTAINED AUTHORIZATION (IN MAY) FOR NEW PERMANENT POSITION OF COMMERCIAL LIBRARIAN/TYPIST. POSITION WILL GREATLY ALLEVIATE BURDEN ON COMMERCIAL SECTION'S ONLY OTHER TYPIST/RECEPTIONIST.

5. RECOMMENDATIONS: FOLLOWING ARE SUGGESTIONS, SOME

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ORGANIZATIONAL IN NATURE WHICH WE THINK WOULD IMPROVE COMMUNICATIONS: A. IT WOULD BE HELPFUL IF COMMERCE SECTION AND DRAFTING OFFICER (AND SOMETIMES EVEN AGENCY) WERE NOTED ON CABLES RELATING TO MAJOR PROJECTS AND SALES OPPORTUNITIES WHERE RAPID COMMUNICATIONS ARE ESSENTIAL. WE ARE OFTEN UNAWARE OF WHO IN WASHINGTON REQUESTS INFO OR TO WHOM IT SHOULD BE SENT TO ENSURE SAFE AND SPEEDY ARRIVAL; B. IN SAME VEIN, REQUEST THAT NEW ORGANIZATION CHARTS AND NAME CHANGES BE FORWARDED POSTS SOONEST AFTER SUCH CHANGES TAKE PLACE IN USDOC AND WAG. C. WE NOTE THAT FUTURE CONSTRUCTION ABROAD SECTION OF COMMERCE TODAY CARRIES LITTLE IF ANY INFO ON PROJECTS IN ECUADOR, DESPITE POSTS' REGULAR REPORTING. SUGGEST THAT COMMERCE INVESTIGATE FEASIBILITY OF WIDER DISSEMINATION OF THIS TYPE OF INFO.
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